



CASE STUDY

Greenshield 
PEST CONTROL INC.

About

Greenshield PEST CONTROL INC.

Greenshield Pest Control, with over 30 years of service, stands out as a family-owned, Eastern Ontario-based company dedicated to providing effective, safe pest control solutions for homes and businesses. Their extensive service area includes Kingston, Perth, Brockville, Quinte, and beyond, emphasizing customer-focused approaches and environmental consciousness in all their practices. The company prides itself on a team of professional, friendly staff, and technicians who are all insured, licensed, and certified across a variety of pest control domains, from structural pest management to wildlife services, ensuring high-quality care and personalized service.



Their commitment to customer satisfaction is underscored by a 100% guarantee on their services, following a thorough process of inspection, issue removal, prevention, and site cleanup to ensure a pest-free environment. They leverage a rich library of knowledge and experience, ensuring that every technician, regardless of their tenure, has access to detailed historical data for every client, guaranteeing consistent and informed pest control solutions.

CASE STUDY

1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Greenshield Pest Control sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, Greenshield enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Greenshield Pest Control's digital presence and marketing outcomes.



before Mediaforce

\$4,179.57 spent



50 leads



490 clicks

\$8.53 per click



14.21%
conversion
rate



8.48% click
through
rate



5,777
impressions

CASE STUDY

key metrics

2

Greenshield Pest Control's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of Greenshield Pest Control's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



after Mediaforce

\$2,147 spent



97 leads



768 clicks

\$2.80 per click



17.34%
conversion
rate



12.49% click
through
rate



9,724
impressions